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June 11, 1971

TO: The Committee of Counsel

Gentlemen:

Enclosed is the latest "final version" of the "tar" and nicotine guidelines. The enclosed version is intended as a replacement for the previous final version which was dated May 10, 1971. The only changes made in the May 10 version are the five changes listed in my letter of May 23, 1971, as well as the following additional changes which have been made since that time:

- (1) The legend should be not less than one inch high on 3 through 8 sheet billboards, rather than 3 through 7 sheet billboards. (Pg. 6)
- (2) The footnote on page 5 has been changed to define measurements of advertisements in terms of "trim size."
- (3) A sentence providing that "a double page spread is not required to have a larger minimum type size than a single page advertisement" has been added to the end of the section entitled "Newspapers, Magazines and other Periodicals." (Pg. 6)

Please inform us as promptly as possible whether the enclosed revised guidelines are acceptable to you.

Very truly yours,

H. Thomas Clister

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Enclosure

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